

State Library of North Carolina

UPDATE

<http://statelibrary.dcr.state.nc.us>

September 2003

Library Services & Technology Act (LSTA)

New LSTA Advisory Committee Members Appointed

State Librarian Sandy Cooper recently made three new appointments to the LSTA Advisory Committee: Monique Mackey (Director–Library/Information Services, Area L AHEC, Rocky Mount), Vanessa Work Ramseur (Area Manager, Freedom Regional Library, Public Library of Charlotte & Mecklenburg County) and Rusty Taylor (Library Media & Instructional Technology, Wake County Public Schools, Raleigh). These new members will serve three-year terms.

Library stakeholder organizations were invited to submit nominations for the committee. The LSTA Advisory Committee submitted recommendations to the State Librarian from the pool of nominees.

The nine-member committee provides leadership for the federal library program in North Carolina. It has responsibility for advising the State Librarian on LSTA needs, plans, priorities, and policies; on annual plans and funding priorities; and on evaluation of the LSTA program. The committee includes members who are leaders in the library community, who are broadly representative of all types of libraries and library users, and who reflect the characteristics of North Carolina and its people.

The three members whose terms just expired are Dale Gaddis (retired director, Durham County Library), Karen Gavigan (Teacher Education Resource Center, UNC-Greensboro), and Patricia Thibodeau (Duke University Medical Center Library). The State Library is grateful for their thoughtful contributions and advice that have helped shape North Carolina's LSTA program.

Strengthening Library Collections Grant

The State Library is pleased to announce a special grant available in 2003-2004 under LSTA. Eligible public and academic libraries in North Carolina, as well as public school districts, are invited to apply for federal LSTA funds to strengthen their library's materials collections. This grant program targets libraries serving low wealth communities and institutions.

Grants of up to \$20,000 will be awarded in December 2003, with applications due October 22, 2003. Projects must be completed by June 30, 2004. The grants do not require a match. This is a pilot grant program; if offered again, a local match will be required.

In addition to giving priority to libraries serving low wealth communities, applications will be evaluated on several key criteria:

- defined and justified user need(s);
- documented collection deficiencies limiting the libraries' ability to meet the need(s); and
- impact of the new materials on the targeted user population.

The application information is available at the State Library's Web site. The packet is available as a PDF file for downloading, reading, and printing using an Adobe Acrobat Reader. It is also posted as a Microsoft® Word 2000 document. The URL for the information is <<http://statelibrary.dcr.state.nc.us/lsta/lsta.htm>>.

For additional information, contact Penny Hornsby at (919) 733-2570 or <phornsby@library.dcr.state.nc.us>.

Continuing Education

The Fall 2003 workshop schedules are complete for ILL (interlibrary loan), NC LIVE, and Continuing Education. And, not only did we graduate a new class of 16 Master Trainers this year, but we are highlighting the Master Trainer program at a session at NCLA in Winston-Salem on Thursday, September 25th.

Competencies

The State Library has developed a list of **Competencies in Technology** for libraries in North Carolina. The document provides a framework for deciding which Continuing Education workshops the State Library will offer. To help library managers and directors in their planning, we have prepared an **Overview** document that lists each competency with the workshop that is targeted to strengthen it. A description of the workshop and when it is expected to be offered is also included. There will be a link to this document from the Continuing Education webpage so look for it soon.

ILL Workshops

Introducing OCLC ILL teaches basic searching, borrowing, and lending activities for interlibrary loan to those with little or no OCLC interlibrary loan experience.

ILL Refresh and Review refreshes and refines skills already learned for searching and using OCLC's Online Union Catalog and OCLC's ILL Services.

We tried **something new and different** for staff who work with Interlibrary Loan. We learned that the Name-Address Directory was going away and would be replaced with the Policies Directory. It is vital that each library know how to update their own information in the new directory so it accurately reflects their policies. Since the **OCLC ILL Policies Directory Overview** course was available online, we decided to make a special offer that would include most of the Affiliate User libraries in NC—we made it available for free. The State Library wanted to explore distance education to see how effective it might be. We'll let you know how it went in the next update.

NC LIVE Workshops

NC LIVE Basics offers a comprehensive look at the resources available in NC LIVE, including the new EZ Search feature. This workshop is ideal for staff who are not familiar with or not comfortable using NC LIVE.

NC LIVE Business Resources focuses on the wealth of business information resources included in NC LIVE. This workshop is ideal for staff who are experienced NC LIVE searchers who answer business-related questions.

NC LIVE Ready Reference highlights the range of ready reference resources available in NC LIVE. This workshop is ideal for staff who are experienced NC LIVE searchers who answer ready reference questions.

NC LIVE Specialty Sources: A Sampler is a special offering available only at the NCLA conference in Winston-Salem in September. It will introduce NC LIVE permanent collection resources such as Alexander Press, Greenwood, Chadwyck-Healy, and ProQuest.

Continuing Education Workshops

Basic PC Installation, Maintenance, and Troubleshooting introduces participants to basic troubleshooting techniques and maintenance strategies for PCs.

Advanced PC Installation, Maintenance, and Troubleshooting introduces participants to CMOS setup and hardware installation such as network cards, printers, scanners, etc.

Web Authoring with Front Page will get participants started using Front Page to develop a website.

Website Design emphasizes important elements in the design process such as content, navigation strategies, use of color, writing for the screen, and layout.

Internet Fundamentals targets new users and emphasizes using a web browser effectively, knowing how and where to upgrade the web browser, and which search engines to use for the best results.

Power Searching the Internet will introduce all levels of Internet searchers to sophisticated web engine searching techniques.

Master Trainers

The Master Trainer Program is a statewide initiative developed by the State Library to increase library staff skills in planning and presenting effective internal training programs. The program involves a week of intensive training in Raleigh, and 2 two-day sessions to follow up on the training designs under development. This year's Master Trainers celebrated a successful return of the program in February 2003, and **16 participants graduated** in June at the Master Trainer Showcase held at the Friday Center in Chapel Hill.

On September 25th, participants at the NCLA conference in Winston-Salem will have the opportunity to learn more about the Master Trainer program at the session called **Enriching Your Library with North Carolina Master Trainers**.

For information contact Raye Oldham at (919) 733-2570 or <roldham@library.dcr.state.nc.us>.

Bookfairs to Benefit Public Libraries



Working in partnership with the State Library and the North Carolina Public Library Directors Association, Barnes & Noble Booksellers will hold voucher bookfairs in their North Carolina stores Friday and Saturday,

October 24-25, to benefit all North Carolina Public Libraries. Bookfair vouchers will be available at local public libraries across the state. Vouchers must be presented at the time of purchase on Friday or Saturday, October 24th-25th, for 25% of the statewide sales to benefit libraries. Customers can ask for a voucher at the store register if they forget to bring theirs on the days of the sale.

"Readers from Murphy to Manteo—and everywhere in between—benefit from this joint venture of our public libraries and Barnes & Noble. We're so pleased about this exciting partnership."—Sandra M. Cooper, State Librarian, State Library of North Carolina.

"Barnes & Noble is very excited to be hosting the statewide bookfair to benefit the public libraries for the second year. The response we received last year from the patrons of the public libraries was phenomenal. And we hope to double the amount we are able to contribute to the public library system this year."—Kim Shoemaker, Barnes & Noble Regional Community Relations Manager.

Many Barnes & Noble stores will host a variety of events to coincide with these bookfair dates. Check your local store for details! And if there's not a store near you then you can phone in an order on the days of the bookfair and the sale will benefit libraries. Your local library will have the name and contact number for the phone-in order. Need more information? Contact Frannie Ashburn at (919) 733-2570 or <fashburn@library.dcr.state.nc.us>.

Youth Services

Quiz Bowl 2004

The Public Library Quiz Bowl Committee is finalizing the questions for the local competitions and planning for the annual Quiz Bowl workshops—one for libraries from the eastern part of the state at the Lenoir County Public Library in Kinston on Oct. 7th; one for libraries from the western part of the state at the Catawba County Public Library in Newton on Oct. 22nd. The workshops are great opportunities for new Quiz Bowl coordinators to get tips from their more experienced colleagues and from the Committee. And some attendees even get a chance to see what it's like to be on the receiving end of questions when eight lucky folks participate in a mock Quiz

Bowl competition. Local competitions will be held between December 6, 2003 and February 14, 2004. District competitions are scheduled for March 20, 2004, and State Finals will be held in Research Triangle Park and broadcast live April 24, 2004, on WUNC-TV.

Summer Reading 2004

This marks the first year North Carolina will participate in the Collaborative Summer Library Program (CSLP). This consortium of libraries from 23 states works together to provide high-quality summer reading program materials for children at the lowest cost possible. The Collaborative selects a theme; contracts with nationally-known artists, professional writers and editors; and works with a commercial vendor to produce materials designed exclusively for CSLP members.

For 2004, the theme will be "Discover New Trails @ Your Library" and the artist will be Mark Buehner, illustrator of such popular titles as *The Adventures of Taxi Dog*, *The Escape of Marvin the Ape*, *Harvey Potter's Balloon Farm*, *My Monster Mama Loves Me So*, and *Fanny's Dream*. Highsmith/Upstart will be the vendor and libraries in participating states can purchase posters, reading logs, bookmarks, certificates, and a variety of reading incentives at significant savings. The State Library will continue to provide libraries with manuals and other core program collateral at no cost.

Marketing Workshops Hit the Road

Chicago marketing consultants Peggy Barber and Linda Wallace joined State Library staff Pam Jaskot in presenting Marketing Workshops in six locations throughout North Carolina. The team traveled over 1,400 miles during a 10-day period hosting workshops in libraries throughout the state. The marketing workshops focused on the basics of marketing, developing a marketing communications plan, and the LSTA Marketing Grant. Demonstrating their creative thinking abilities, librarians drafted some great marketing messages. Here's just a sampling.

Librarians - the tour guides of the information highway.

Think libraries are boring? We'll change your mind.

Libraries - where kids grow smart.

Good return on your investment.

Our library is information central.

We'll help anyone find out something about anything.

We encourage underage thinking.

—continued—

Mark Your Calendar

September 15, 2003: Annual Statistical Report Due

September 23-26, 2003: NCLA Biennial Conference

October 22, 2003: Strengthening Library Collections
Grant Applications Due

Marketing —continued from page 3—

At the second workshop, scheduled for late October, participants will present their marketing communications plan, focusing on the rationale for the plan and reviewing the goals and objectives. During the workshop, participants will craft strategies and brainstorm on how best to achieve their marketing goal. Each participant will be eligible to apply for the new LSTA Marketing Grant for fiscal year 2004-2005.

Library for the Blind and Physically Handicapped (LBPH)

LSTA Grant Affects Lives!

The Public Access Computer at LBPH was funded by an LSTA grant. The computer is equipped to allow speech output, screen reading, and screen enlargement, and it is available as an example of how public libraries can make PCs accessible. Cassette tape tutorials on using a PC, adaptive technology, and the Internet are available for on-site use. This project received the Raleigh Mayor's Committee for Persons with Disabilities' Citizen Involvement Award and a Statewide Leadership award by the NC Assistive Technology Project. Many library users have taken advantage of this learning opportunity. One young lady visited the library daily for many months, learning to use the adaptive technology and the Internet. She eventually obtained a college scholarship, thanks to information she gained through the library and the Public Access Computer.

For more information or to schedule an appointment to see this technology, contact Francine Martin at (919) 733-4376 or <fmartin@library.dcr.state.nc.us>.

Genealogical Services

On May 20th Pam Toms appeared with Public Services Archivist Debbi Blake on APT's OPEN/net for a live presentation on genealogy. Blake observed that the number of incoming telephone calls was much reduced from previous programs in which she had participated. The competition undoubtedly came from the semi-final battle for the "American Idol" title, which aired at the same time.

At the Conference

State Library staff are actively involved with programs at the NCLA Conference in Winston-Salem, September 23rd–26th. The following overview will help you keep up.

Tuesday, September 23rd

9:00 a.m.

*The Numbers Game: Strategies for Collecting, Reporting, and Using Data (preconference)**

Wednesday, September 24th

2:30 p.m.

How Do NCLA and the State Library Work? How Do I (You) Get Involved with NCLA?

NC LIVE: An Update

*NC LIVE Specialty Sources: A Sampler**

One Community/One Book and Many Approaches

Statistics: Deadly Chore or Exciting Tool?

3:45 p.m.

The Future of the Book

"North Carolina ECHO" Panel Discussion

Thursday, September 25th

9:30 a.m.

*NC LIVE Specialty Sources: A Sampler**

10:50 a.m.

Basic Boardmanship for Public Library Trustees

Enriching Your Library with North Carolina Master Trainers

North Carolina Libraries Partnering for Inclusion

Reeling 'em In: The North Carolina Center for the Book Goes to the Movies

2:30 p.m.

*NC LIVE Specialty Sources: A Sampler**

4:15 p.m.

LSTA and the Grant Process

Tabletalk with Walt Crawford

Friday, September 26th

8:00 a.m.

All Conference Breakfast Featuring a Panel of North Carolina's Finest Poets

10:30 a.m.

Live! Online! Virtual Reference in North Carolina: a Project Update

*NC LIVE Specialty Sources: A Sampler**

2:00 p.m.

Dessert Reception Featuring Doug Marlette

*Registration required. Additional information and registrations forms are available on the NCLA Conference web site at <<http://www.nclaonline.org/conference/index.html>>.